

## Boost your Six Sigma program success by helping teams:

- Quickly and effectively capture VOC.
- Make VOC highly actionable.
- Identify and prioritize CTQs.
- Monitor and maintain desired customer satisfaction and loyalty levels.

Discovering, understanding, and acting on customer CTQs (Critical to Quality) is critical to an effective Six Sigma initiative. However, capturing and analyzing VOC (Voice of Customer) data is one of the hardest tasks for many Six Sigma teams. CustomerSat helps by allowing organizations to quickly and efficiently capture VOC and identify the “real” CTQs. CustomerSat gives Six Sigma teams the ability to create and deploy surveys, immediately analyze the results and coordinate and drive responsive actions. Best-practice surveys ensure valid, reliable and actionable customer insights. Fast survey development and deployment support project momentum and success. Powerful interactive analytics enable Six Sigma teams to identify key CTQs and prioritize improvements. User portals and automatic results distribution keep everyone on the team informed about customer input. The ability to use web, email, IVR, phone and paper survey formats allow the most cost-effective methodology for every project, minimizing budget impacts.

### Quickly and Effectively Capture and Gauge Voice of the Customer

CustomerSat Enterprise™ enables Six Sigma teams to collect VOC data through a fast, reliable and easily accessible multi-channel feedback system (web, phone and paper). With CustomerSat’s unique analytics tools, teams can quickly identify and prioritize CTQs. Companies such as Cessna, Honeywell, Motorola, and US Cellular empower their Six Sigma teams with actionable and cost-effective VOC and VOE (Voice of the Employee) metrics by leveraging CustomerSat’s real time measurement solutions. CustomerSat Enterprise adds customer input to all five DMAIC steps by allowing organizations to create and deploy multiple survey types including continuous transactional, relationship, and ad hoc surveys.

**Define.** CustomerSat helps you define the customer requirements for your project.

- Define the key issues that matter to internal and external customers, as well as the high level CTQs you want to validate and better understand, with the guidance of our expert professional services team
- Identify the most important issues and isolate “nice-to-haves” from critical requirements through Key Driver Analysis that correlates CTQs with overall customer satisfaction, likelihood to re-purchase, and willingness to recommend.
- Quickly distinguish and communicate key drivers of overall satisfaction and loyalty through Key Driver Quadrant Charts.

**Measure.** CustomerSat Enterprise helps you measure the current situation.

- Maximize response rates through personalized invitations and intelligent reminders.
- Optimize reach and channel cost-effectiveness through CustomerSat’s multi-channel support (web, phone and paper).
- Improve sample targeting and reduce over-surveying with Touch Rules, ensuring statistical significance while protecting customers from too many feedback requests.

**Analyze.** CustomerSat Enterprise helps you identify root causes of defects.

- Gather data, identify the root causes, and confirm them through powerful, real-time graphical analytics. View survey results in graphical or tabular formats:
  - Trend Lines, Frequency Distributions, Correlation Analytics, Cross-Tabs, Top-and Bottom-Box Percentages, Comment Analytics, Significance Testing, Quadrant, Charts, Customer Positioning Charts.

- Identify and compare key customer and market segments using filters.
- Automatically update the team on a regular schedule with Push Reports.
- Update team members with urgent feedback through Action Alerts.

**Improve and Control.** CustomerSat helps you use the knowledge you have gained to improve your organizational performance.

- Keep the organization informed of specific satisfaction issues and of improvements over time through analytics, Push Reports and Action Alerts.
- Build on the gains that you have achieved through recurring survey and analysis programs.
- Proactively address current and avert future issues and concerns before they reach the crisis stage.
- Coordinate and escalate responsive action enterprise-wide through Action Management, CustomerSat Enterprise's built-in case management system.

### Adjust Feedback Solution To Meet Your Organizational Needs

**Managed Service** is the perfect fit when feedback programs require additional resources to supplement your in-house survey and analysis expertise, maintain confidentiality or avoid potential feedback process bias. CustomerSat Managed Service provides organizations with a dedicated project team to develop and run feedback programs; and set up dashboards, Action Management and alerts.

**Self-Service** is the right fit when you have the in-house expertise and the bandwidth to run feedback programs. CustomerSat Self-Service allows organizations to leverage the deep knowledge, resources, and practices to run feedback programs at any time. Analyze data using powerful charts and graphs. Leverage push reports and action alerts to share information and prompt action from internal and external team members.

**Managed Service Plus** bundles the best of the CustomerSat Managed Service *Plus* with Self-Service. Managed Service *Plus* provides the knowledge and best practices of a dedicated project team to increase organizational effectiveness along with the flexibility of the self-service access to feedback programs at any time.

With Managed Service *Plus* and Managed Service, CustomerSat provides organizations with a dedicated project team consisting of a combination of a Project Manager, Research Analyst, and a Software Developer. This dedicated project team is focused on ensuring the success of your CustomerSat experience by:

- Supporting the survey and feedback process design.

- Managing test and deployment of the feedback process.
- Helping with setting up interactive dashboards, filters, action management, and alerts.
- Providing on-going guidance to maximize the value of your CustomerSat investment.

### Leverage Demonstrated Feedback Expertise for Six Sigma Efforts

In addition to the discovery, feedback process, and system testing services that are included in Managed Service, CustomerSat provides the following services to ensure the shortest distance from feedback to business success:

**Business / Revenue Modeling** aids in projecting the impact of satisfaction and loyalty changes on revenue and profits, measures ROI of customer feedback programs, and helps prioritize and set business strategy.

**Benchmarking** helps organizations compare performance with similar companies, better prioritize improvement efforts, set internal and external standards of excellence, recognize and leverage strategic advantages, and anticipate customer requirements and identify potential vulnerabilities.

**WebFocus™ Groups** help organizations determine key performance metrics for inclusion in questionnaires and probe respondents by segment to develop or refine action response strategies. They deliver the insights of multiple conventional conference room-based focus groups with higher quality data at a lower cost than traditional focus groups.

### Choose the Leader in Satisfaction Measurement for Six Consecutive Years

CustomerSat has been named the winner in the Satisfaction Measurement category of the *Users Choice Awards* for a record sixth consecutive year.

CustomerSat's feedback solutions have helped companies such as AMD, Ariba, BellSouth, Canon, Digital, Insight, Honeywell, Salesforce.com and WebEx take timely action to address customer opportunities and concerns and build high loyalty and profitability. For news, product demonstrations, and company information:

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